



Governor's Office of Workforce Development

Two Martin Luther King Jr. Drive

1408 West Tower

Atlanta, Georgia 30334

GBG High School Teams





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The Go Build Georgia High School Teams Project

- Teams made up from Georgia's 336 high school campuses:
 - High school counselors
 - Local business
 - Skilled craft representative
 - LWIA representative
 - Technical College System of Georgia (TCSG)
 - Career Tech Education (CTAE) representative and
 - Chamber Representative
- These teams will communicate:
 - Income and lifestyle benefits of the skilled trade professions to its respective student base
 - Function as implementation teams for Go Build Georgia initiatives
 - Including skilled trade career days and message dissimulation
- The goal of Go Build Georgia High School Team Project:
 - Fully implemented the program on half of Georgia's high school campuses (168) by April 1, 2013
 - To expose Georgia students to the skilled trades and plug interested students into the skilled trade workforce pipeline
 - Increase Technical College enrollment with skilled trade concentrations; increase apprentices in the state in skilled trades; increase membership in curriculum based programs designed to teach students provide an industry certification.





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The Skilled Labor Situation in Georgia

Mission: To provide a broad coalition of key stakeholders to address the availability of craft labor professionals in Georgia over the next generation. To design and develop a comprehensive recruitment initiative that would have state-wide focus to attract new workers into the craft labor careers. To link unemployed Georgians, students and parents with business stakeholders, secondary counselors, educators and post-secondary education options.

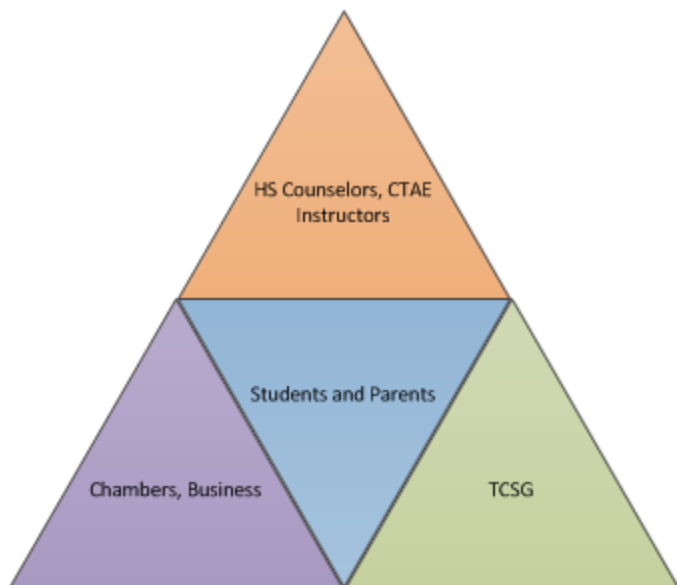
- Georgia has a skills gap that exposes the need to reintroduce the skilled trade professions.
- The Governor's Office of Workforce Development has identified over 82k job openings across five sectors that require skilled labor in Georgia.
- Georgia's highly skilled craftsmen are aging
 - There are not enough young people entering the industries that employ the skilled trades to replace our retiring workforce.
- Nearly half of the skilled trade workforce is a Baby Boomer between the ages of 47-65.
- For every four (4) skilled tradesmen who retire, industry is only producing one replacement.
- Eliminating this skills gap is essential to global competitiveness however
 - 66.8% of 18-26 year olds have little or very little interest in a career in the skilled trades and we are challenged to reverse negative perceptions.
- Go Build Georgia High School Teams project aims to construct a workforce pool for the skilled trade industries.





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At the center of this effort are the students and parents. With 66.8% of 18-26 year olds having little or very little interest in a career in the skilled trades we are challenged to reverse negative perceptions. Go Build Georgia High School Teams aim to educate students about the wage and lifestyle benefits as well as workplace conditions in the skilled trades.

But Go Build Georgia High School Teams go a step further, the intention is to plug students into existing industry workforce pipelines.

High School counselors and CTAE instructors will be our local Go Build Georgia campus champions – identifying students, disseminating information, and function as implementation teams for Go Build Georgia initiatives.

The Governor's Office of Workforce Development will work with industry through the Chamber, local skilled trade professionals and business leaders to participate in career days, industry site tours, etc.

Finally, the faculty of the Technical College System of Georgia (TCSG) will round out each team.

The ultimate goal of each Go Build Georgia High School team is to plug each student who participates into the industry workforce pipeline and to provide students with options and information including technical college enrollment; an apprenticeship; career pathway courses at school or community based program.



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Programmatic

High-Level Definitions

GBG HS Teams Starter Kits

GOWD will provide each team with a GBG High School Teams Starter Kit. The starter kit will include items such as posters, trade cards, a trade card display, GBG branded pencils and pens, and other items that will make it easy for you to expose students to Go Build Georgia and the Skilled Trades.

GBG HS Teams State-wide Tour

The Governor's Office of Workforce Development will tour the state in coordination with the Local Workforce Investment Area (LWIA), local partners (i.e. CEFGA, TCSG) and each high school representative. The visit will be modeled on the Go Build Georgia regional tour but will target parents and students gathered by the high school representatives. The presentation will include short videos; short speeches by local skilled tradesmen, industry and our local partners who can message what programs and initiatives they have available.

GBG HS Teams Blog | Social Media

Students and parents will be invited to register on www.gobuildgeorgia.com and be plugged into Go Build Georgia social media – Twitter, Facebook, website, blog, and email that provides exclusive video, mobile communication, facts, findings, GBG related photos, etc. Also, students and teams will be encouraged to provide content for the benefit of other students and teams.

GBG HS Teams Industry Site Visits

The Governor's Office of Workforce Development will coordinate with local business, chambers, LWIA and the GDEcD to host field trips to work sites, manufacturing facilities, the port, airport, nuclear sites, etc. to expose students to the exciting new world of skilled trades.

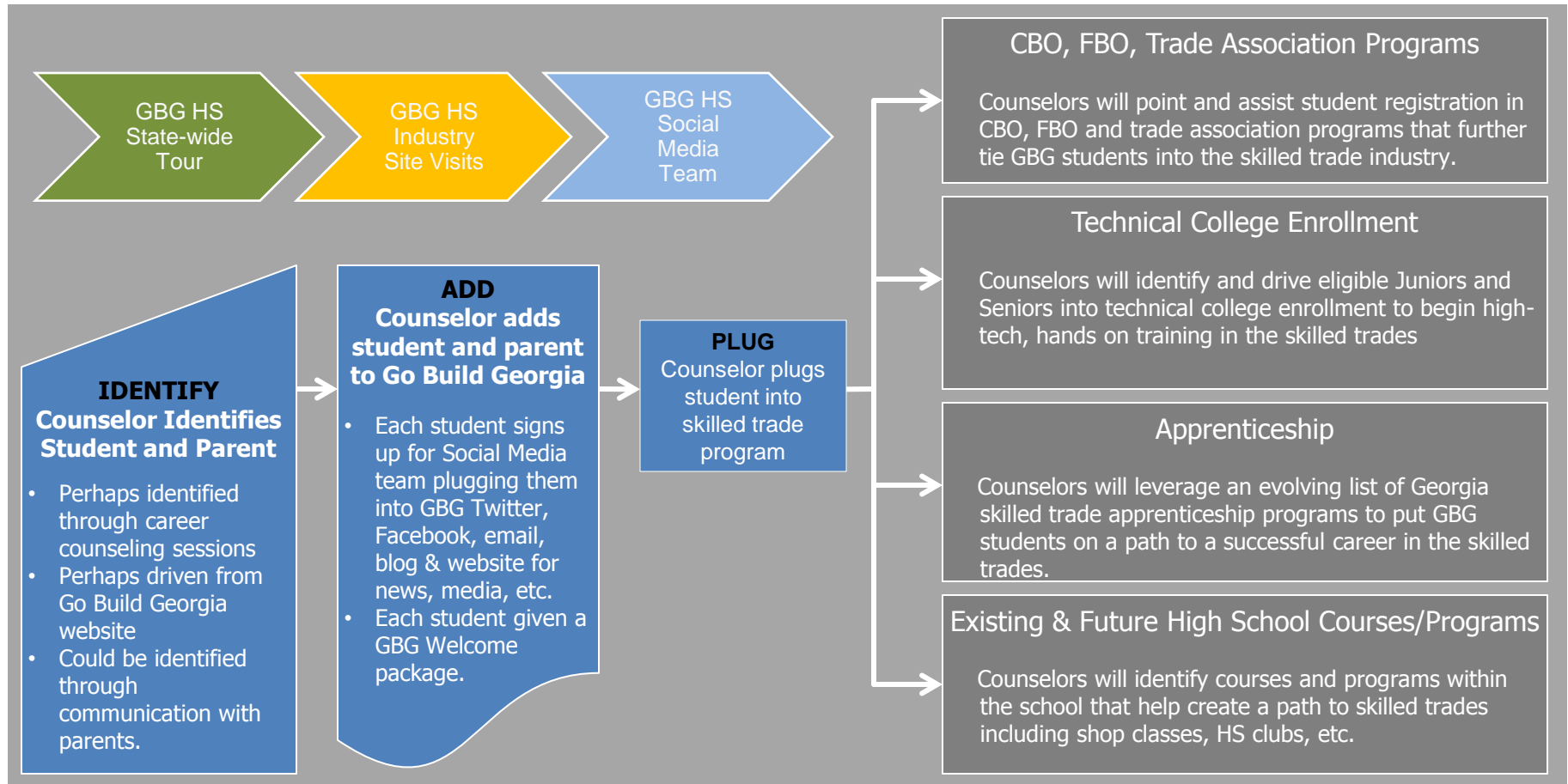
GBG HS Teams Career Days

The Governor's Office of Workforce Development will coordinate with local high school representative, partners, and LWIA to host skilled trade career days to provide students with options, opportunities and information in the skilled trades associated with Manufacturing, Transportation, Energy, Industrial Construction, and Telecommunications. The career days are designed to give students exposure to possible careers in these sectors in collaboration with local business and technical colleges.



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GO BUILD GEORGIA

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